

ABSTRACT

In accordance with one aspect of the present invention, an interactive data identification and recall system is provided which avoids the need to encode additional data into the real-time media broadcast stream/system. In addition, the system can 5 eliminate the need to store the entire show on an end user device, such as an ITV, digital TV, HDTV, smart set-top box or other appliance, and it affords the end user a way to continue watching a show uninterrupted and yet at some later time, recall data corresponding to a scene that interested them.

10 In accordance with another aspect of the present invention, the system allows manufacturers of end user devices and related software systems to significantly streamline their devices so that, with the exception of the delivered content, little or no additional data is actually transmitted in the broadcast, or stored on the end user device, as opposed to present systems that encode data in the real-time video stream, a process which requires 15 a large amount of data be encoded, transmitted, processed and possibly stored regardless of whether or not the end user is interested in the additional data.